

MEAT PROCESSING INDUSTRY IN ALBANIA

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ABSTRACT

The meat processing sector is one of the most intensive in Albania. It has noted increasing growth rates in terms of production, employment and investment, even one of the most growing sectors in the agro-food processing reaching 43% growth per year. The purpose of this study is to identify, determine and quantify certain benchmarking indicators and norms against which meat processors can evaluate themselves and improve their decisions aiming being profitable in short and long run. To assess the average percentage growth of investments in meat processing industry we referred to the data from Ministry of Agriculture and Rural Development (MoARD) in Albania. Three are the main customers for the meat processing industry in Albania, wholesalers, retailers and restaurants. Firms sell 66.5% of their production to the wholesalers, 27% to the retailers and 6.5% to the restaurants. Based on the data from survey we calculated some financial management performance indicators for meat processing sector in Albania. The study developed 11 benchmark indicators for meat processing sector in Albania. 3 indicators are established in financial management domain and 8 indicators in the domain of general management. Any enterprise, in meat sector, could evaluate its performance against these indicators.

Keywords – Meat processing sector, Albania, Benchmark analysis.